



Message Guidelines and Samples

"Support for WVIK comes from..." This familiar prelude to our all our announcements is necessary to identify our corporate and community sponsors. WVIK is required to acknowledge, on-air, donors, who support the station through the purchase of underwriting or sponsorships.

85% of public radio listeners value the uncluttered sound of public radio programming.

Our following guidelines, required by the IRS and the FCC, outline how we can acknowledge your support.

- An underwriting message must identify the underwriter or program sponsor, but may not promote the organization or the organizations services.
- WVIK reserves the right to determine that an underwriter or the content of the proposed announcement are consistent with the station's mission, and the non-commercial nature of the stations programming.
- The message cannot be used to express a view on any matter of public interest, it may not support or oppose a political candidate, express a political opinion on matters of public concern, or advocate on controversial issues.
- it may not interrupt the station programming.

Even though we are limited to **non-promotional messages**, WVIK will promote your event or organization by

- Describing your business
- Identifying your services, products or product lines (only 3 products/services per announcement)
- describing your mission
- inform the public of your events
- include established non-promotional slogans
- include web addresses, phones numbers, street address, locations
- indicate your number of years of service to our community
- Indicate a non-profit organization you support (but we must clearly identify you as the sponsor)

Language not allowed:

- Qualitative Language (award winning, leading, best, etc)
- Comparative (better, best, oldest, etc)
- Claims
- A call to action (visit our store)
- Inducement to buy, sell, or lease
- Reference to price or value (including free)
- Personal pronouns

For further information, please see our full underwriting guidelines.

Build awareness of your business

Support for WVIK comes from Wheelan-Pressly Funeral Homes in Rock Island, Milan and Reynolds, where Steve Pressly continues the tradition of serving Quad City families since 1889. The number for information is 309-786-5421.

Support for Marketplace Morning Report on WVIK comes from Tony Singh and The Singh Group at the Quad Cities office of Merrill Lynch, serving clients in the region for more than 20 years.

Support for Car Talk on WVIK comes from Ken and Vinje Dahl and the people at Dahl Ford, located at 1310 E. Kimberly in Davenport. Dahl Ford, serving the Quad Cities' automotive needs for 70 years. On the web at "Dahl-difference-dot-com."

Support for Marketplace on WVIK comes from Modern Woodmen of America. Offering financial products and fraternal benefits to individuals, families and communities throughout the United States since 1883.

Support for this program on WVIK comes from Living Lands And Waters, preserving, protecting and restoring the nation's major rivers and their natural watersheds. Information is available at livinglandsandwaters.org.

Identification of your products or services

Support for WVIK comes from Viridi Eye Clinic and I-Lasik Center, providing general and specialty eye care for adults and children for 30 years. Located in Rock Island, Davenport, Muscatine and Clinton. Information at "viridi-eye-M-D-dot com"

Support for WVIK comes from the Quad City International Airport, with non-stop flights to 11 cities, including Las Vegas, Mesa-Phoenix, the Tampa Bay area and more. Information at "q-c-airport-dot-com."

Support for WVIK comes from Eye Surgeons Associates, providing complete eye care. Age related macular degeneration or AMD is a major cause of vision loss for those over 50. March is AMD awareness month. Information from retina specialist, Dr. Howcroft, is available at E-S-A-eye-care-dot-com.

Promotion of your events

Support for WVIK comes from Trinity Lutheran Church of Moline, presenting "Concert of Caring", on October 8th, 7 PM, in the sanctuary, benefiting local programming of Lutheran Social Services. Information is available at 309-762-3624.

Support for WVIK comes from the River Music Experience, hosting An Evening of contemporary jazz guitar from The Bill Frisell Quartet on Friday, May 13 at 8pm in the Redstone Room. Information is available at [rivermusicexperience dot org](http://rivermusicexperience.org).

WVIK exercises absolute editorial control over underwriting announcement copy and reserves the right to edit copy to conform to station and FCC guidelines. For further information on these guidelines, see WVIK Underwriting Language Guidelines, the unabridged edition.